

ABSTRACT

A billboard advertising system is disclosed. The billboard advertising system includes an overhead sign structure at least partially traversing a roadway, said overhead sign structure having forward and rearward faces relative to oncoming vehicle traffic of the roadway. The forward face of the overhead sign structure has traffic information as part of a government regulated traffic information system directed in a primary orientation toward the oncoming vehicle traffic. The rearward face of the overhead sign structure on an opposing side from the forward face has a secondary orientation with respect to other traffic flow different from the oncoming vehicle traffic. A billboard advertisement is positioned on the rearward face of the overhead sign structure with visual exposure to the other traffic flow.